

## The Mostaland project is a model for achieving the goals of the purple economy

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### **Abstract:**

This study clarifies the critical ideas behind the purple economy and its connection to sustainable development. This study also talked about the tourism and cultural potential of Mostaganem, which helped the Mostaland Park project succeed based on the principles of the purple economy.

A conclusion was drawn after conducting a case study. Even though the project does a lot to protect the environment and brings in money for the state of Mostaganem, it needs more attention and development if the country's economy is to get the boost it needs.

**Keywords:** Purple economy; sustainable development; development in Mostaganem

**Jel Classification Codes:** A1, A13

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## **1. INTRODUCTION:**

The Purple Economy, often called the creative economy, is becoming more significant today. It includes many creative and cultural businesses that help the economy grow, create jobs, and bring in money. The Purple Economy's capacity to spur innovation, foster social harmony, and protect cultural assets demonstrates its significance.

One of the best things about the purple economy is that it can make people more creative and innovative. The creative and cultural sectors are recognized for pushing the envelope and trying out novel concepts, which can result in innovations in fields like technology and science.

The idea of the colors of the economy is modern and not in circulation. There was no distinction between the types of economic activities, but after the emergence of the sustainable development approach, the differentiation of these activities began, including what is considered environmentally friendly and what is considered a threat and danger to them. The economic colors emerged to indicate the difference between the types of economy, and the eighth color, purple, came as the last newly studied economic color of its importance.

**The problem of the study:** how far has Mostaland Park, Mostaganem Province, achieved the objectives of the purple economy? We can formulate the following sub-questions:

- What is a purple economy, and how does it relate to sustainable development?
- Can Mostaganem Province advance in the area of the purple economy?

**Hypotheses:** In order to answer these sub-questions, we put forward the following hypotheses:

The purple economy is at the heart of sustainable development. The cultural dimension of sustainable development interacts with the other dimensions to achieve sustainability and the well-being of current and future generations in a way that limits the harmful effects of economic activities that leave an environmental footprint.

Mostaganem has what it takes to become a top tourist destination because it is a model for transitioning to a "purple economy" that considers all aspects of sustainable development.

**Research objectives:** This study aims to:

Giving the most important concepts of the purple economy.

- Explain the dimensions of sustainable development.
- Highlighting the integration between the principles of the purple economy and sustainable development.
- Highlighting the potential of Mostaganem Province to achieve sustainable development if supported by the principles of the purple economy.

**Previous studies:** The first international scientific conference in Algeria on the purple economy to support the dimensions of sustainable development in Mostaganem in 2020, and the second international scientific conference on the purple economy to support the dimensions of sustainable development in Mostaganem in 2021; these forums provided an opportunity for a comprehensive presentation of all the purple economy requires, from theoretical rooting to experiments. It was successful in many countries and ended with many recommendations. The most important ones were that laws should be passed to encourage investment in this cultural aspect, that public bodies should help promote this culture, and that civil society should be asked to help promote cultural heritage.

**Study Plan:** The study focused on the following axes:

The colors of the economy.

Concept of development.

Mostaland project a model of development in Mostaganem.

## **2. Economy colors:**

### **2.1 Historical origin and reasons for emergence:**

The famous British economist Adam Smith adopted one color for the economy, and in this, he is like any tyrannical regime that sees only one soul in the mirror. Today, economists' views on the economy have changed, as it is no longer a market for buying and selling only, but it is a culture of give and take. America, for example, wants to protect its industries from foreign taxes, and other countries such as China, Russia, and even Europe seek to protect their industries from American taxes; and the solution? The solution is in the colors of the rainbow. The problem of coloring the economy always came after the ideas of development and its sustainable dimensions circulated. Some activities appeared that were legally prohibited because they affect the dimensions of development. There are environmentally friendly activities and others.

Economists and disaster experts found other colors whose descriptions were derived from the beautiful seven-colored rainbow that we see after the rain falls. It is an economic "color revolution" whose connotations are more subtle.

### **2.2 Explanation of the colors of the economy:**

**Black economy:** It is the activity that takes place away from the eyes of the province. It may be legitimate and tend to meet the needs of citizens illegally. It may be illegal, such as theft, smuggling, commercial fraud, currency, and drug trade.

**Brown Economy:** Dirty industries that pollute the environment and throw toxins into the soil, water, and air, such as the brick and cement industry, energy production from fossil sources, and other environmentally destructive activities.

**Gray economy:** It is the economy outside the framework of the official commercial activity of the province and is not organized and includes the activities of arbitration, Murabaha, brokerage, bribery, and commissions, as there is no clear and specific price for these activities and they are not subject to official statistics.

**White Economy:** It expresses the use of information and communication technology with its applications that intersect with all economic, social, and cultural sectors, as well as electronic commerce and e-learning.

**Blue economy:** the economy that means the sound management of water resources and the protection of the seas and oceans sustainably to preserve them.

**Red economy:** It is the economy in which the government controls most of the projects, the means of production and distribution, and the outlets of sale, and it reflects in principle and practices the free market economy.

**Green Economy:** means net national income accounts or "green national income accounts" after deducting the consumption value in the country's natural resources due to production and consumption processes. It aims to achieve integration and balance between the four dimensions of sustainable development, which are environmental, social, economic, technical, and administrative.

The Green Economy is an economy that dramatically reduces environmental dangers and ecological scarcities while also enhancing human well-being and social fairness, according to the United Nations Environment Programme (UNEP). A *green economy* can be defined as one that is low in carbon emissions, resource-efficient, and socially inclusive. In a green economy, public and private investments that lower carbon emissions and pollution,

improve energy and resource efficiency, and stop the loss of biodiversity and ecosystem services should be the main drivers of growth in income and employment.

### **Purple Economy:**

The first appearance of the idea:

The term appeared publicly in France for the first time on 19 May 2011, at the initiative of the Diversum association during a province meant published in *Le Monde.fr* on the eve of the world day for cultural diversity for dialogue and development.

The first International Forum on the Purple Economy, organized by Diversum, was held in Paris from 11 to 13 October 2011, under the auspices of UNESCO, the European Parliament, and the European Commission (DIVERSUM, THE PURPLE ECONOMY: AN OBJECTIVE, AN OPPORTUNITY, 2013, p. 2).

### **2.3 Definition of Purple Economy:**

The purple economy refers to the consideration of culture in the economy. It defines an economy that adapts to human diversity in globalization and relies on the cultural dimension to promote goods and services (DIVERSUM, THE PURPLE ECONOMY: AN OBJECTIVE, AN OPPORTUNITY, 2013).

The purple economy is the economy that carries values closely related to the culture of society, which achieves human response and interaction so that culture becomes a servant of the economy and a conductor of its goals. Culture is described as the soft power that significantly impacts the economy, and culture is meant to be the set of beliefs and values that are accepted and complied with by members of society. It is the soul of the nation and the title of its identity. Every nation has a culture from which it derives its foundations, and every society has its own culture that distinguishes it from others (OUADI & OUAIL, 2020, p. 475).

The purple economy refers to the consideration of cultural aspects in the economy. It designates an economy that adapts to human diversity in globalization, and this depends on the cultural dimension to give value to goods and services. The purple economy is a new economic system to address our current systemic challenges. This vision recognizes the centrality of the care economy to well-being and entails institutions, policies, and practices to provide care without creating inequality. They treat welfare as a public good and absorb the costs of its economic reproduction through province intervention and market regulation.

The term "Purple Economy" refers to an economic system built around the sustainability of caring labor by internalizing care costs through redistribution.

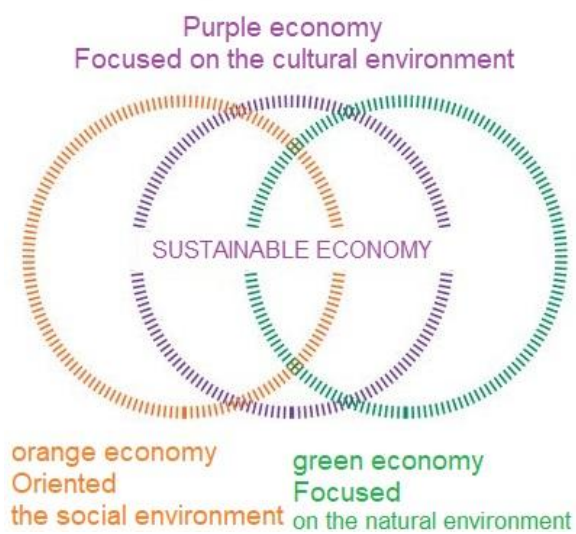
The internalization of environmental costs into production and consumption patterns organizes the system's operation around the sustainability of providing by nature. The Green Economy recognizes that because we rely on the planet's natural resources, we must establish an economic system that protects ecological integrity. The Purple Economy recognizes that caring work is essential to human well-being and that, as a result, we must develop an economic system that recognizes the value of care work and makes it possible for it to be provided sustainably, all while avoiding the use of practices that perpetuate gender, class, and racial disparities (Ilkcaracan, 2022, p. 32).

**2.4 Pillars of the purple economy:** The purple economy stands on four pillars, which we mention as follows (Ilkcaracan, 2022, p. 37)

1. Infrastructures for universal social welfare;
2. Labor market regulation of work and life and balance with equal incentives between the sexes;
3. An environmentally sound physical and social care infrastructure to meet the welfare needs of rural communities;

4. Organizing the macroeconomic environment of nature and nurture as primary objectives.

**Fig.1. Aspects of development**



**Source:**(DIVERSUM, 2011, p. 4)

### **2.5 Culture and economic development:**

The contribution of culture to the development of the Japanese economy:

Some economists have encountered culture and found it helpful in understanding economic development. The most prominent and critical come from David Landes: "Max Weber was right. If we learn anything from the history of economic development, it is that culture is almost always involved. Expanding on Landes' main idea on the subject, he writes to Japanese economist Yoshihara Kiyono "One of the reasons Japan has developed is that it has the right culture for it (Harrison, 2019).

Japanese economist Yoshihara Kiyono says, "One of the reasons for the development of Japan is that it has a suitable culture.

### **2.6 The importance of economic culture:**

Culture is essential in economic development, and governments, development aid institutions, think tanks, and universities must confront culture and cultural change. Integrating cultural analysis and cultural change into the mix of policy and project design factors may accelerate economic development (Harrison, 2019).

Culture is the set of beliefs and values that members of society adhere to. It is one of the main pillars in building nations and their advancement. Every nation has a culture from which it derives its elements, constituents, and characteristics. *Culture* is the spiritual force that maintains unity and social harmony and constitutes the spiritual link in this environment. A Chinese proverb says, "Culture is the soul of the people, and the soul of the province is poured out by culture." Also, culture is the hidden sensory capabilities and intangible concepts that profoundly affect material existence, tangible reality, production, and human life. Culture also plays an essential role in encouraging people to achieve their dreams (Tahal, 2015).

Dimensions of the real purple economy reject consumer stupidity and submission behind paid advertisements that want to make the individual a consumer being devoid of moral and

cultural values and direct the person to consume as much as he produces, not as much as he expects to produce, and also guides him to the horizon at a price and the best quality, which requires the fools of the people to be rational and to return voluntarily or unwillingly from their exploitative view, and the logic of obscene profit that has no color.

### **3. concept of development:**

#### **3.1 Idiomatically:**

We point out that the concept of development was mainly defined by an initial wave of American economists Rostow, Hirschman, and Arger Lewis. In the 1960s, developmental thinking began as the people of the Third World. It was in the logic of this concept that the heart wins the largest share of the gains and benefits at the expense of the frontiers, with confirmation that it draws from the fruits of the work of the people of the frontiers (Elissawi, 2001, p. 7).

Development in its complete sense was an urgent need necessitated by the year of development and the nature of the relationship between man and nature. His energies exploded from the stock of capabilities and capabilities. He was overcome by the obstacles that stood in his way and limited his activity to reach his goals: food, clothing, shelter, and security (Albanna, 2011, p. 96).

Ibn Khaldoun in his famous book *Muqaddima* Ibn Khaldoun studied various aspects of development; although this term did not appear in his book, the reality remains. What matters is the content before it uses specific terms, knowing that it has become popular in this book. A term that can be considered synonymous with the term development is the term civilization, how it is achieved, and how it declines (Denia, 1989, p. 17).

#### **3.2 The concept of economic development:**

It is one of the technology-based measures for the transition from one economic province to another to improve it, such as the transition from the province of the agricultural economy to the industrial one or the transition from the commercial economy to the technology-dependent one. *Economic development* is defined as a process aimed at promoting the growth of the economy of countries by applying many development plans that make them more advanced and developed, which affects society positively by implementing a set of successful economic strategies (dictionary, 2017, p. 87).

*Community development* is generally defined as an approach that allows local community groups and governments to control planning decisions and investment resources. The local actors associated with these approaches and by providing a standard set of concepts and analytical tools, the local development framework may guide the selection of strategies and approaches most appropriate to a specific context and their orderly and positive integration.

To further scrutinize this concept, three fundamental aspects must be taken into account:

- The institutional aspect: It concerns the nature of the administrative and political organization of the country: regions, regions, provinces, and groups. In Morocco, for example, the local is spoken of at the level of local communities.
- Aspect of capabilities and qualifications: whether they are natural or everything related to a local group's geographical and economic characteristics and resources. Because it is these qualifications that give groups their personality, and based on this, a distinction can be made between a rural group and an urban group.
- The historical aspect: It relates to the common elements: traditions, customs, culture, and social identity of a local group.

**Fig.2.Aspects of development**



**Source:**(Abousekine, 2012)

**3.3 Sustainable development and its dimensions:**

**3.3.1 Definition of Sustainable Development:**

*Sustainable development* is defined by the United Nations Development and Environment Program as "development that begins to be implemented after a complete and planned scientific study within the framework of integrated planning and economic, social, and environmental development within the country as a whole or within any region of the country in which the elements of tourism development gather from the elements of natural and cultural attraction or whatever" (Abedwahab, 1991, p. 182).

Four basic contributions to sustainable development are (Barbier, 1987, p. 101):

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- That sustainable development differs from development in that it is more intrusive and more complex concerning everything natural and social in development.
- That sustainable development is mainly directed to meet the needs of the poorest classes, i.e., development seeks to reduce global poverty.
- Sustainable development is keen on developing the cultural aspects and maintaining the characteristics of each society.
- The elements of sustainable development cannot be separated due to the overlapping of its quantitative and qualitative dimensions and elements.

**3.3.2 dimensions of development:**

Development goals, whatever their type, fall into the three dimensions according to the different definitions of development:

Economic, social, and environmental are the standard dimensions of any development process, and some add the technological dimension to the fact that the latter is witnessing rapid development.

**Table 1. The Three Dimensions of Development**

<b>Environmental Dimension</b>	<b>Social Dimension</b>	<b>Economic Dimension</b>
ecosystems	distribution equality	sustainable economic growth
cleanliness	social mobility	capital efficiency
Biodiversity	popular participation	Satisfying basic needs
biological productivity	Cultural diversification	economic justice
Adaptability	Institutional sustainability	decrease consumption

**Source:**(Ghanim & Abou Zanet, 2008, p. 177)

Three pillars interact with each other to achieve sustainable development, namely, the economic dimension, the social dimension, and the environmental dimension. They give an alternative that meets all the conditions of human life and allows him to overcome the crises he previously knew because of the active pursuit to raise his economic capabilities at the expense of society and nature. Therefore, all programs must take Sustainable development into account the three domains of sustainability, namely the environment, society, and economy, in addition to the implicit cultural dimension (UNESCO, 2013, p. 5).

Sustainable development is when the environment, economy, and society work together. Sustainable development means that economic growth cannot happen without taking care of the environment, either by making products and offering good services or by reducing the damage done to it. The achievement of all achievements lies in the service of man and society.

Sustainable development is what must achieve human well-being and guarantee all the conditions for a decent life, as illustrated by the following figure, which is frequently used to explain the relationship of the three pillars that are linked to each other and achieve sustainable development, where the intersection of the economic and social dimensions leads to achieving justice. The economic and environmental relationship results from how they work together. The social dimension is interconnected with the environmental dimension to reach a consensus. The classical Latin approach shows how the different parts of sustainable development are related.

**Fig.3. The three pillars of sustainability**



**Source :**(Abou Nasr & Medhat, 2017, p. 80)

### **3.4 Culture as a new dimension of development:**

The Sustainable Development Goals endorse a new concept of development that goes beyond the goal of pure economic growth to chart a desired future that is based on equity, inclusiveness, peace, and the sustainability of the environment. This bold vision requires creative interactions that go beyond the superficial and sectoral approaches that most countries became accustomed to decades ago (Hosagrahar, 2017).

And if we confine the focus of these goals to the three foundations of sustainable development economic, social, and environmental, we realize the common role that the



cultural and creative dimensions secure in each of them. On the other hand, the economic, social, and environmental aspects of sustainable development also help keep cultural heritage alive and help people learn how to be creative. (Hosagrahar, 2017).

For example, you can't say that geography and climate are to blame for North Africa and the Middle East being stuck and not developing. It has a mild climate and a lot of long coastlines. It is also open to the rest of the world. It's also hard to say that the region's backwardness is caused by purely economic problems, like a lack of natural resources or a lack of capital. It's enough to say that many countries in the area lived during a time of "oil abundance." From the economic vision of any country (Tahal, 2015).

The culture was added for the first time to the international agenda for sustainable development in September 2015, when the United Nations adopted its development goals. UNESCO rejoiced at this step and saluted this unprecedented recognition.

#### **4. Mostaland projecta model of development in Mostaganem:**

##### **4.1 Mostaganem Province:**

Mostaganem is located on the western coast of the country and has a seafront of 124 km. The administrative center of the province is located 365 km west of the capital and 80 km east of Oran. It covers an area of 2269 square kilometers and is limited to: to the east each of the provinces of Chlef and Relizane; to the south each of the provinces of Mascara and Relizane; to the west of the provinces of Oran and Mascara; to the north of the Mediterranean Sea.

##### **4.2 Elements of development in the province of Mostaganem:**

###### **4.2.1 Monuments:**

The province of Mostaganem is full of many places that make it an important tourist pole, whether it is related to tourist areas, beaches, or archaeological monuments, which bear witness to a period of historical periods that the region lived in, represented in:

- The ancient Al-Marini Mosque, which is located in the Al-Tabbana neighborhood. Sultan Abi Abdullah bin Abi Saeed Al-Marini built this mosque in the year 1340 AD.
- Tijdit neighborhood, where the Kasbah Tjdit is considered one of the oldest Algerian neighborhoods, as well as the archaeological landmark represented by the Column of Loliafer, which is considered an archaeological witness to a battle of the Mazagran battles.
- The wall of the city of "Al-Sour," whose construction dates back to the Almohad period and is 23 km away from the capital of the province, is a military tower surrounding the municipality of the wall, which is named after it.
- The Al-Tabbaneh neighborhood is also one of the older, popular neighborhoods. It has Maranite landmarks dating back to the Ottoman and Marinid periods. There is the ancient Marinid Mosque and the wall on its four sides, in addition to narrow streets and paths.
- Kiza Port is one of the oldest ports in the region, dating back to the Phoenician period. It is located on the banks of Valley Chlef, about 3 km away.
- The Museum of Antiquities, known as the Turk Tower, is a military tower whose construction dates back to the Turkish era. It is located east of the ancient Arab city, which dates back to the tenth and eleventh centuries AD.

###### **4.2.2 Tourism in the province of Mostaganem:**

- The province has a coastline extending over 124 km.
- Mountain tourism and the discovery of the archaeological lighthouse of 'Cap Ivy', where the area of Ben Abd al-Malik Ramadan is considered or "Willis" and its old name means a Berber word - Fountain of Hyenas - or - Oasis of Hyenas - it is a forest that penetrates ValleyShaqqa according to some historians, and it established a forest of "Willis" the year 1873, which is the

same date on which both "Bosque" in the past and "Hadjaj" at present were established (Ben Qanab, 2017).

**Table 2. Tourism expansion of the province of Mostaganem**

The number of tourism expansion areas	16 regions
Total area	4724.8 hectares
buildable space	1995 hectares
Tourism expansion areas are under study	03 areas: Bahara - Kaf Qudous - Al-Sakhra.
Tourism expansion areas completed study	02 Two areas: Ramadan Beach - Ras Efi.
Tourism expansion areas are in the process of being approved.	06 areas: Ras Ifi - Uraya Sablat - Al Maqtaa - Chlef Beach - Kaf Al Asfar - Sidi Abdel Kader. The process of partial development of the Ras Efi tourism expansion area has been completed .
Areas of tourism expansion that the study did not start with	06 areas: Kharouba - Ain Ibrahim - Hadjaj Beach - Astidia - Zarifa - Al-Mina Al-Saghir.

**Source:**(Tourism and Handicrafts of Mostaganem, 2018)

#### 4.3 Application of the purple economy in Mostaland project:

Mostaland Project was established by virtue of a joint ministerial decision, which included the establishment of a public institution of an industrial and commercial nature charged with running the barn on July 14, 2017. Mostaland is a compound abbreviation of two words:

- ❖ **Mosta:** which means Mostaganem, and
- ❖ **Land:** which means leisure and entertainment.

- The Park knows the various well-known employment formulas due to the fact that the institution is newly established and expanding, as the total number of workers until the year 2019 is 103, of whom 21 are females. It is split between the secondary level 3 and the university level in terms of educational level and professional skills.(Mostaland, 2019).
- Institutions invested in the barn or rented to display their services and products, which are hotels and restaurants, as well as institutions that display games, and even some mobile exhibitions(Mostaland, 2019).
- The total income of the park is 33.153.150 DA, 44.629.980 DA for games, and 7.230.000 DA for hotel services during the first year of opening, which are good amounts that positively return to the public treasury through TAP, TVA, and tax on profits.(CDI Mostaganem, 2019)

#### 4.4 Results achieved for Mostaland:

- A good development project that is touristic and nature-friendly
- All dimensions of development are sought. Economically, it is considered a funder of the public treasury through taxes. Environmentally it is environmentally friendly. As for society, it contributes to employment and the absorption of unemployment.

#### 4.5 The most important basic points that the project lacks and fall within the principles of the purple economy:

These points come from questions asked by 100 people from the community. From those questions, several points were taken, including:

- The government must make sure there is respect in Mostaland because there are families looking for places to have fun and feel comfortable. Vulgar and obscene speech alienates the customer and makes him search for an alternative. Therefore, it is advised to make gestures that prevent this method and to enforce strict penalties from the administration.
- One of Mostaland's shortcomings is that there is no chapel or mosque for either males or females.
- Professional ethics, culture, and awareness remain the most important pillars of my service work, whatever kind it is. The customer's satisfaction and interest depend on the ethics and morals of the job and the quality of the service.

The Mostaland project is a tourist and recreational project, as it plays an important role in the local development process, such as the available job positions, and it is an environment-friendly project in the first place. The province has seen improvement since the project opened last season.

### **5. METHODS AND MATERIALS:**

Since the main goal is to measure the overall feasibility of performance, a questionnaire was made to find out the most important information that affects the quality of service that Mostaland Park gives to its customers. The questionnaire included three main axes:

- The first axis: It represents the most important statistical information for individuals, whether quantitative or qualitative.
- The second axis shows what people think are the most important needs and the best quality of service in the park.
- The third axis is a list of the most important questions about the ethics of park workers.
- The fourth axis: It includes a set of questions about the location of the park, the used machines and equipment, and their quality.

The total number of questions is 33.

The method of presenting the questionnaire was electronic, and therefore the size of the sample that was programmed to be collected is 100 questionnaires, and this number was collected in a period of approximately two weeks, as we diversified the sample, as not all individuals are familiar with automated information, which sometimes required us to ask and fill out the form electronically.

It was found through the opinions of the participants that the questions are clear and easy, as we wrote and facilitated them, and they were clarified in the event of a problem in understanding them through various means of social communication, such as e-mail, telephone, or even direct interviews.

It's important to note that the analysis will look at the whole barn, including investors and tenants. This is because they all work toward the same goal, which is to make the services as effective as possible, which will lead to happier customers. We used the SPSS 26 program to analyze the collected data.

### **6. RESULTS AND DISCUSSION :**

The "Purple Economy" describes the commercial ventures associated with innovation, creativity, and the arts. It covers industries like publishing, gaming, performing arts, music, fashion, film, and design. The purple economy is significant in a number of ways.

Economic contribution: The purple economy boosts the economy by bringing in revenue, fostering job growth, and luring travelers. It is a big part of the economy in many countries and has the potential to create more jobs in the future.

Social cohesion: by encouraging variety and inclusiveness, the purple economy significantly contributes to social cohesion. It offers a venue for individuals from various backgrounds to interact and express themselves.

Artistic freedom and creative expression are both dependent on the purple economy. It gives creative people and artists a place to share their work and reach more people.

Innovation: The Purple Economy is crucial to creativity since it promotes experimentation and the creation of fresh concepts. The creative industries have served as a source of inspiration for numerous technological developments.

Cultural identity: A nation's cultural identity and legacy are reflected in the purple economy. It protects and advances cultural heritage, customs, and traditions.

- The questionnaire is characterized by a high value of validity and stability, which requires the institution to take into account the recorded results and, based on them, strategies for calculating performance and service.

- Most of the questions that were raised had acceptable results, and here the institution should remedy this to improve the outlook; otherwise, it will lose its image among customers, especially since the state of Mostaganem is witnessing several developments in the same field, especially from the private sector, and therefore competition will be intense.

The results of the questionnaire show that the workers and the ethics of the profession have a great deal of weight in gaining customers, and he has to educate the workers from time to time and motivate them from their work by giving a more friendly return; even those additional services have weight with the customers.

- Common clothing for workers and a good appearance, the customer feels safe and easy to deal with and increases the customer's comfortable psyche, and good dealing with children also has weight, so winning a child means winning good customers.

Periodic maintenance of used machines and permanent monitoring of their work are necessary to overcome the problem of breakdowns.

One of the most important ways to measure how well a business is doing is by looking at how well its employees know about all of its changes and training. The establishment should hold sessions with the workers to explain the developments on the one hand and listen to the opinions of the workers and their problems on the other in order to reach better solutions.

## **7. CONCLUSION:**

The cultural dimension can help with sustainable development and help countries with the least damage to the environment grow their economies. Algeria has a great deal of cultural diversity, which qualifies it to lead the Maghreb countries in attracting tourists by employing new innovative ideas based on the foundations of the purple economy, which came as a pillar to achieve the goals of sustainable development.

The Mostaland project contributes to achieving sustainable development by including the cultural and environmental dimensions in all its facilities, which contributed to a certain extent to encouraging the purple economy. The Algerian economy and rid of dependence on the export of hydrocarbons

In conclusion, a country's economic, social, and cultural development depends greatly on the "purple economy. It is crucial for fostering innovation, creativity, and social harmony.

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